

The Blank
Below will
Start You
with
5,000
CREDITS

JOIN THE SALESMANSHIP CLUB TODAY—NOW!

The News-Times offers the opportunity of a life-time to wide-awake men and women who will take part in our Circulation Expansion Campaign which has just started and which ends on August 13

HERE'S THE PLAN IN A NUTSHELL

Any man or woman, young or old, married or single (except News-Times employees or members of their immediate families) of good character, is eligible to join the Salesmanship Club and participate in the prize distribution.

All it is necessary to do to become a member is to send name and address to Salesmanship Club Department of The News-Times. Members are given 5,000 credits as a starter on entering. If a subscription for three months or longer is turned in at time of entering, another 5,000 free credits are given. In other words, if one enters with a subscription, he or she starts right off with 10,000 credits in addition to the regular number allowed on the subscription.

The awards are made on a competitive basis in accordance with the credit standing of members.

Credits are to be had only by securing paid in advance subscriptions to The News-Times for from three months to two years from new or old subscribers. The longer the subscription the more credits are allowed. Schedule of subscription prices and credits is shown elsewhere in this advertisement.

One will not have to put in a great deal of time to make a creditable showing in this campaign. Spare time effort is all that is required. Even an hour a day will bring big pay.

It is not a long drawn out affair. The campaign is just starting and ends on August 13.

Everyone who takes part is guaranteed an absolutely square deal. It will be a pure test of Salesmanship and the best salesmen and saleswomen will naturally be the most handsomely rewarded.

Perhaps the fairest part of the whole plan is the fact that every worker will be rewarded and that there will be no losers. Under the rules of the campaign every active member who fails to win one of the fifty-four awards will be paid a cash commission of ten percent of all the subscription money he or she turns in. An active member is defined as one who turns in at least two new subscriptions the last week of the campaign.

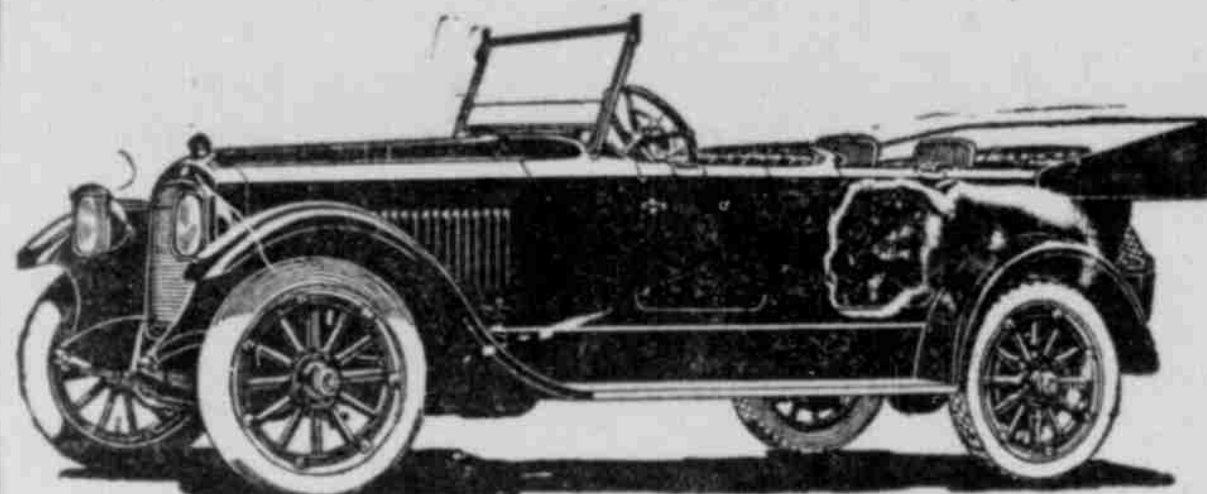
A BEAUTIFUL HOME EDGEWATER PLACE

Where Whitcomb and Keller have a number of attractive homes for sale, any one of which may be selected by the winner of the first award.



The winner of the first award can select any home for sale by Whitcomb and Keller, local builders of modern homes, that can be purchased for \$5,000 in cash, or if preferred the winner can select a more expensive home and have \$5,000 paid on it.

SECOND AWARD



\$1985 Studebaker "Big Six"

\$15,000 IN AWARDS

\$5,000 Home.
\$1,985 Studebaker "Big Six."
\$1,635 Studebaker "Special Six."
\$1,335 Studebaker "Light Six."
\$1,335 Studebaker "Light Six."
9—\$100 Bank Accounts.
40—\$50 South Bend Watches.

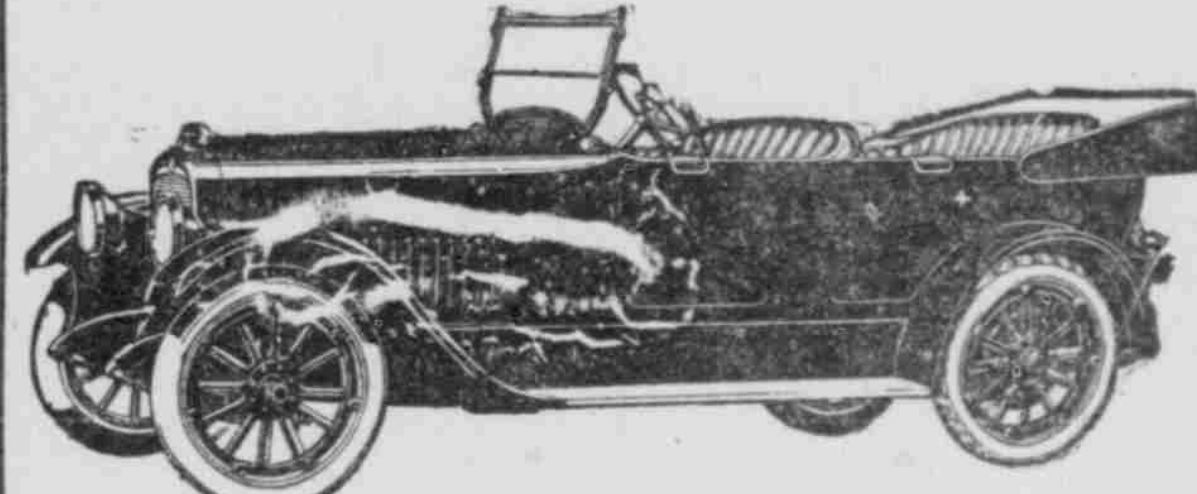
10% Cash Commission to All Active Non-Winners

Every active member who fails to win one of the above awards will be paid 10% commission on all the subscription money he or she turns in.

SPECIALS

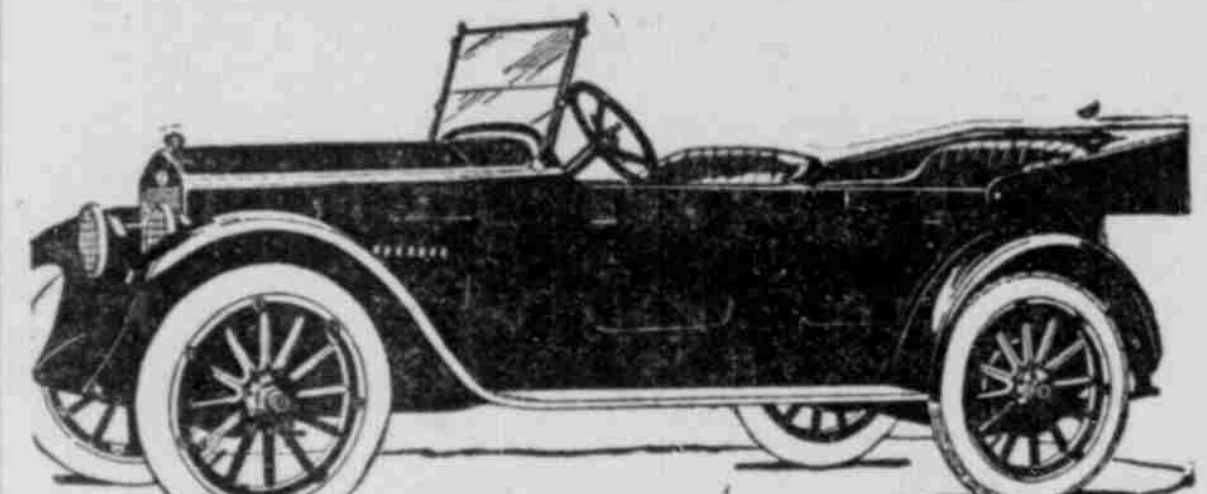
Two \$200 Extra Cash Awards for First Period Results.

THIRD AWARD



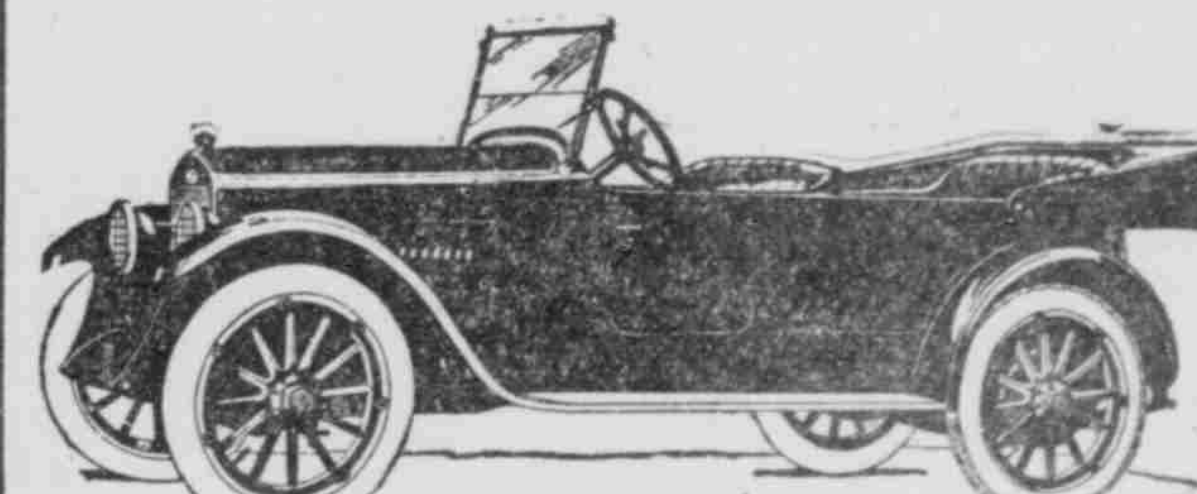
\$1635 Studebaker "Special Six"

FOURTH AWARD



\$1335 Studebaker "Light Six"

FIFTH AWARD



\$1335 Studebaker "Light Six"

How Subscriptions Count in The "Salesmanship Club" Campaign

The number of credits given on new subscriptions to The News-Times are as follows:

By Carried in South Bend and Mishawaka Morning or Evening and Sunday.			OUTSIDE			R. F. D. ROUTES		
New			By Carrier except in South Bend and Mishawaka and all mail except R. F. D. routes in First and Second Postal Zones			By Mail on R. F. D. Routes in First and Second Postal Zones.		
Subscriptions	Price	Credits	Subscriptions	Price	Credits	Subscriptions	Price	Credits
3 months	\$ 2.00	1,500	3 months	\$ 1.95	1,200	3 months	\$ 1.50	800
6 months	3.50	4,000	6 months	3.90	5,000	6 months	2.75	2,000
12 months	10.00	10,000	12 months	7.50	7,500	12 months	5.00	5,000
24 months	20.00	20,000	24 months	15.00	15,000	24 months	10.00	12,500

NOTE:—Renewals of old subscriptions count for just one-half the number of credits shown above. An old subscription is one given a person receiving The News-Times when the campaign was first announced.

\$200 in CASH

As Extra Award Outside South Bend
and Mishawaka

The member outside the city of South Bend and Mishawaka who earns the most credits by 10 p. m. July 9, will receive an extra award of \$200 in cash.

\$200 in CASH

As Extra Award in South Bend and
Mishawaka

The member in the city of South Bend and Mishawaka who earns the most credits by 10 p. m. July 9, will receive an extra award of \$200 in cash.

IF A
SUBSCRIPTION
FOR THREE MONTHS
OR LONGER
ACCOMPANIES THE
ENTRY BLANK
5,000 EXTRA CREDITS
ARE GIVEN
OR IN ALL 10,000
IN ADDITION TO THE
REGULAR NUMBER
ON THE SUBSCRIPTION

ENTRY BLANK

The News-Times Salesmanship Club

GOOD FOR 5,000 CLUB CREDITS

Write Name and Address Plainly. Enter your name or that of a friend.

Name

Address

City or Town

Only one entry blank will be credited to any one member.

DIVISION BY DISTRICTS

DISTRICT 1—All that part of the city of South Bend north of Washington Av. (including Washington Av.) and west of the St. Joseph River.

DISTRICT 2—All that part of the city of South Bend south of Washington Av. (not including Washington Av.) and west of Michigan St. (including Michigan St.).

DISTRICT 3—All that part of the city of South Bend east and north of the St. Joseph River.

DISTRICT 4—All that part of the city of South Bend east of South Michigan St. (not including South Michigan St.) to the St. Joseph River.

DISTRICT 5—Mishawaka

DISTRICT 6—St. Joseph County, outside of South Bend and Mishawaka.

DISTRICT 7—Michigan

DISTRICT 8—Marshall and Elkhart counties in Indiana.

DISTRICT 9—Any territory in which The News-Times circulates not included in other districts.

SALESMANSHIP CLUB DEP'T.

SOUTH BEND NEWS-TIMES